Instagram: Taking and posting pictures

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What to post on Instagram for the best results

- **On Instagram, you should post pictures & videos that help people understand you and what your brand is all about, like:**

  - product pictures & videos
  - location pictures: your store or places where your product is being used
  - behind the scenes pictures & videos
  - stories: use the story feature to create a collection of pictures
  - inspirational quotes or pictures
  - random fun stuff
  - share posts from followers & give them credit
  - share posts from bigger, more popular accounts, & mention them

- With anything you post, your goal should be to get as much engagement as possible (likes, shares, comments)

- Here's a few things you can do to make the most out of your pictures:

  - create well-designed, high quality production visuals
  - establish a color theme for your posts

- make sure you post square pictures so they can look perfect in the Instagram feed
- use their filters to add colorization effects
- create a looping animated picture by using the app called Boomerang
- create an image made up of multiple pictures with Diptic

- **Best practices for your Instagram strategy:**

  - post at least once a day
  - every picture or comment should have a call to action (ex.: “like if you agree”)
  - use the URL in your profile to drive traffic to wherever you need it
  - use location tags
  - edit your photos if necessary
  - promote your Instagram posts on other channels